

## Message Text

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R 050922Z DEC 74

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 3614

AMCONSUL HONG KONG

AMEMBASSY TOKYO

UNCLAS TAIPEI 7201

FOR: BIC/OIM/MRD ROOM 4049

PASS COPY TO OIM/FE - SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: GLOBAL MARKET RESEARCH - LABORATORY INSTRUMENTS

REF : TAIPEI 6583, STATE 250582, HONG KONG 11839, STATE A-6864

1. TAIPEI 6583 OF 10/30/74 REQUESTED THAT COMMERCE CONCUR WITH A PROPOSAL TO AWARD THE CONTRACT FOR THE "LABORATORY INSTRUMENTS" GLOBAL MARKET SURVEY TO MANAGEMENT CONSULTANTS, A LOCAL RESEARCH FIRM UNDER AMERICAN MANAGEMENT. IT WAS EXPLAINED THEREIN THAT THE NEW TRADE CENTER IN TAIPEI WISHES TO IDENTIFY A RESERVE OF AT LEAST 3 LOCAL FIRMS WHICH ARE COMPETENT TO CONDUCT USDOC CONTRACT MARKET RESEARCH AND UPON WHICH THE CENTER MIGHT RELY FOR ITS FUTURE RESEARCH REQUIREMENTS. FOR WHILE ANY RESEARCH CONTRACTOR MAY BE ABLE TO CONDUCT STATISTICAL ANALYSES OF THE MARKET HERE, THOSE CONTRACTORS THAT ARE BASED IN TAIWAN ARE BETTER ABLE TO PROVIDE SUBSTANTIVE NARRATIVE INSIGHTS TO SUPPORT THEIR STATISTICAL PRESENTATIONS. IT IS ESSENTIAL THAT WE IDENTIFY THOSE MOST COMPETENT TO DO SO.

2. WHEN CONTRACT MARKET SURVEYS ARE CONDUCTED BY FIRMS BASED IN TAIWAN, THE POST'S RESEARCH STAFF IS IN BETTER

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POSITION TO SUPERVISE THEIR PREPARATION, EVALUATE THEIR STATISTICAL

FINDINGS AND JUDGE THEIR CONCLUSIONS. SIMILARLY, THROUGH MANAGING RESEARCH IN THIS MARKET, THE POST IS ABLE TO KEEP ABREAST OF CHANGING MARKET DYNAMICS WHICH MAY AFFECT ITS TRADE PROMOTION PROGRAM. POST IS ALSO COGNIZANT OF THE FACT THAT FOREIGN BASED RESEARCH FIRMS ATTEMPT TO SUBLET CONTRACT RESEARCH PROJECTS TO LESS THAN COMPETENT LOCAL RESEARCH FIRMS. THIS ARRANGMENT WE WISH TO AVOID.

3. IN VIEW OF THE FOREGOING, THE FOLLOWING OBJECTIONS ARE RAISED TO THE MANNER IN WHICH THE CONTRACT FOR THE "LABORATORY INSTRUMENTS" GLOBAL MARKET SURVEY WAS AWARDED:

(A) TAIPEI 6583, WHICH TRANSMITTED THE PROPOSAL FOR HANDLING THE CONTRACT, WAS NEITHER ANSWERED NOR REFERENCED IN STATE 250582, THE CABLE WHICH AUTHORIZED CONSULATE GENERAL, HONG KONG, TO CONTRACT FOR THE TAIPEI RESEARCH WITH MOBIUS.

(B) IF THIS CASE SETS A PRECEDENT AND IF FUTURE SUPERVISORY CONTROL OVER MARKET RESEARCH IN TAIWAN IS TO BE VESTED IN OTHER POSTS, THEN THE EFFECTIVENESS OF THE MARKET RESEARCH FUNCTION AT THE TRADE CENTER IN TAIPEI IS NEGATED.

(C) UNDERSTANDABLY, THERE WAS A WIDE RANGE OF PRICES AMONG THE BIDS FOR THE CONTRACT. HOWEVER, IN ADDITION TO FOCUSING UPON THE LOWEST BID, DUE ATTENTION SHOULD BE PAID TO OTHER IMPORTANT CONSIDERATIONS RAISED BY STAFF ON LOCATION IN THE FIELD. IDENTIFYING COMPETENT RESEARCH CONTRACTORS AT AN EARLY DATE IN THIS MARKET WAS INDEED DUE SUCH CONSIDERATION.

4. IN THE FUTURE, WE TRUST THAT THE POST'S INSIGHTS AND OBSERVATIONS WILL BE GIVEN CONSIDERATION. THIS, IT SEEMS, IS FUNDAMENTAL TO COORDINATING AN EFFECTIVE MARKET RESEARCH FUNCTION IN TAIPEI.  
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